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Customer No. 07278

Docket No. 6727/0H935

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Oren Rosenfeld

Serial No.: 09/714,798

Art Unit: 2876

Filed: November 16, 2000

For: ELECTRONIC SHELF LABEL SYSTEMS AND METHODS

RESPONSE

Hon. Commissioner of
Patents and Trademarks
Washington, DC 20231

Sir:

In response to the Requirement for Restriction mailed August 14, 2002,
Applicant hereby elects to prosecute claims to Invention Group I (claims 1-40, 42-50
and 62).

An early and favorable official action on the merits of this application is
earnestly solicited.

Respectfully submitted,

[Signature]
S. Peter Ludwig
Reg. No. 25,351

RECEIVED
SEP 17 2002
TECHNOLOGY CENTER 2800

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JC102

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